

ABSTRACT

A network of vending machines is interfaced via a controller to a network of devices installed at retail establishments. When a customer goes to a vending machine and requests a transaction such as dispensing a product from the vending machine, the vending machines outputs an offer to the customer in response to the received request and based on a condition that has been identified at one of the retail establishments. The identified condition may be a lack of customer traffic at the retail establishment. The offer outputted at the vending machine may be a discount coupon to induce the customer to visit the retail establishment. Preferably, the retail establishment is nearby to the vending machine which outputted the offer. The vending machine may also output offers when the vending machine is out of stock of the item requested by the customer.

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